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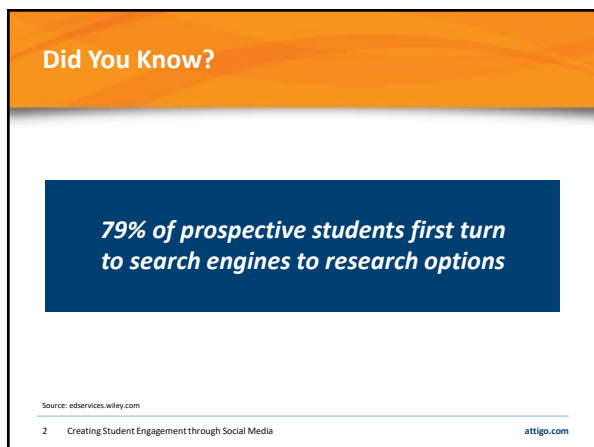
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**We Will Discuss**

- 1 Identifying the role of social media
- 2 Building connections with your students
- 3 Creating a social media strategy to increase engagement
- 4 Wrapping up

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**Identifying the Role of Social Media for Student Engagement**

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**How do you use social media for student engagement?**

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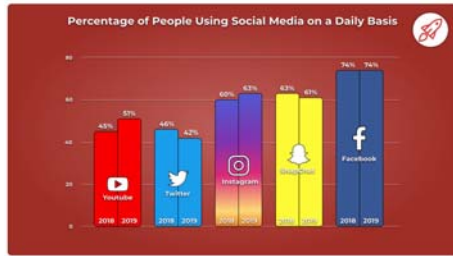
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## How Students Use Social Media



Source: [pewresearch.org/factbook/social-media/](https://pewresearch.org/factbook/social-media/)

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## How You Can Use Social Media

Provide a variety in learning

Create a sense of community

Increase engagement

Research student needs

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## Building Connections with Your Students

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*"The internet is becoming the town square for the global village of tomorrow."*

- Bill Gates

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Build Connections



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Students Seek Connections

Some students...

May struggle with new responsibilities

May not understand resources available

Might consider leaving school

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## Students Seek Connections

**Some students...**

- Need to know you're listening
- Want to believe you're their advocate
- Have to be able to trust you

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## Five Ingredients of Relationship Building

1. Communication
2. Conflict resolution
3. Life skills
4. Self-management
5. Stress management



Source: psychology.co.uk

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## Life Skills



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### Five Ingredients to Building a Base

1. Recruit student peer advocates
2. Harness the power of user-generated content
3. Go live!
4. Give away school swag
5. Consider posting when students are more likely to see it

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### Creating a Social Media Strategy



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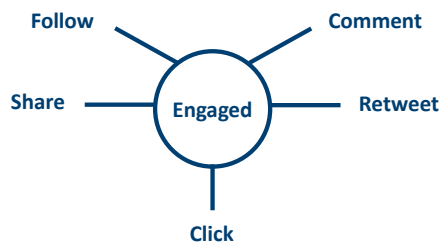
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### What It Means To Be Engaged



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## Strategic Objectives

```

graph TD
    A["#1 Build brand (institutional) loyalty"]
    B["#2 Build brand (institutional) recognition"]
    C["#3 Build a richer customer (student) experience and service"]
  
```

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## Develop a SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

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## Four Strategic Actions

- 1—Share information
- 2—Incorporate visual stimuli
- 3—Be human
- 4—Cross-promote

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1—Share Information

Jab, jab, jab...

Is there an event?

Are there organizations trying to expand?

Are there new school-branded items available?

Are there new school-branded items available?

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1—Share Information

Right hook! Pow!

Attend a function

Complete their FAFSA

Read something on your website

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1—Share Information

BE YOUR OWN VALENTINE!



APPLY FOR UM-FLINT SCHOLARSHIPS NOW!



Application available at sis.umflint.edu

UM-FLINT Office of Financial Aid

Financial Aid Office

Valentine's Day! As part of the 2020-21 emergency application to get students with the most need the opportunity to help support a great first-year class.

For more details, visit: sis.umflint.edu

144 Comments 1 Share 1

Like Comment Share

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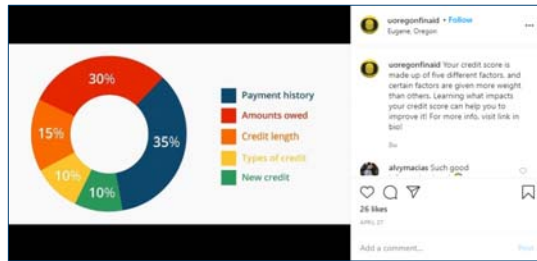
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## 1—Share Information



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## 2—Incorporate Visual Stimuli

### A picture is worth a thousand words

- The brain conceives a visual faster
- More than 90% of the information transmitted to the brain is visual
- Visuals have a better chance of triggering a reaction
- Visual content lasts longer



Source: fatbit.com

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## 2—Incorporate Visual Stimuli



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## 2—Incorporate Humor

- Be natural
- Make sure the humor fits
- Differentiate yourself from others
- Keep it relevant

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## 3—Be Human

- Engage in a friendly way
- Use warm, inviting, and personalized vocabulary
- Remain humble
- Show your face
- Be responsive
- Listen more than you talk



Source: higherlogic.com

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## 3—Be Human



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## 4—Cross-promote

- Include links to relevant content
- Share tweets, feedback, other departments' content
- Adjust messaging so it's similar but not static
- Direct students to financial wellness tools

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## 4—Cross-promote



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## Foster Engagement

Continue the discussion

Answer  
questions

Like and share  
posts

Respond  
to comments  
and feedback

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Foster Engagement

Respond to negative feedback

Be mindful of FERPA

Be positive

Never make assumptions

Respond online to close the loop

Address inappropriate comments

Identify when to escalate to the authorities

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Foster Engagement



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Wrapping Up



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## Final Thoughts

- Keep it simple
- Provide real-life training
- Include behind-the-scenes photos
- Use engagement tools for research and feedback



Source: thenextcoop.com

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## Final Thoughts

- Share content that's relevant, timely, and useful
- Keep it short and sweet
- Use images and infographics when possible
- Target true engagement



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## Final Thoughts

**Share social media information on nearly everything**

**Encourage parents to follow you and offer fun-filled activities to engage students**

**If you have a separate account for your office, be sure to interact with your institution's social media**

**Go where your students are**

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# Thanks for Attending

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